

2-57

NEWS

OF



THE BLUES

FEBRUARY



MAY STREET ENTRANCE

NEWS OF THE BLUES

February, 1957

Jacksonville, Florida

Editor Julia White

Assoc. Editor.....Dorothy Rivers

Printing..... Jimmy Williams

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MINUTES OF EMPLOYEES' CLUB MEETING

The first monthly Employees Club Meeting of the New Year, 1957, was held January 11th, with our new President, Jimmy Williams, presiding.

The Treasurer's Report was given by Veronica Wright, Treasurer, and as of this date, the balance on hand is \$143.00.

New employees were introduced and welcomed:

<u>Records</u>	<u>Claims</u>	<u>Cashiers</u>
Florence Thibodeau	Sarah Kennedy	Arlene Davis
Jeanette Hall	Dorris Browning	Bette Jones
Susan Parker	Ethel Haught	<u>Services</u>
Doris Carter	Ethel Martz	Roy Phillips

Sara Slotterbeck gave out the 90 day pins and also, the 5 and 10 year pins. They are as follows:

90 Day Pins

<u>Records</u>	<u>Claims</u>	<u>Services</u>
Jimmie Floyd	Hazel Hucks	Gene Nipper
	Alice Whitaker	Lambert Eulenfeld
<u>Non-Group</u>	Blanche Davis	<u>Transcribing</u>
Betty Jean Meadows		Betty Taylor

Five Year Pin

Alice Combs

Ten Year Pin

Edward Bolen - (Mr. Bolen worked with the New York Plan for four years before coming to Jax.)

Julia White, the Editor of 'News of the Blues', was given a silver platter for the splendid work as Editor for four years. Congratulations, Mrs. White for a job well done.

There being no further business, the meeting was adjourned.

Respectfully submitted,

Becky Dramble, Secretary

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WE'RE THANKFUL FOR SIMPLE THINGS

One way of finding out how much we have to be thankful for is to give up some of our blessings. Consider just one seemingly simple thing: nourishing food—not fancy foods, not the trimmings, but merely simple, strength-sustaining food.

We may have come to consider it as commonplace, but let it be taken from us for only a few days and see how abundantly blessed we would feel to have it back. Let's look at health — just ordinary, reasonably good health, just the feeling that it's good to be alive. Let us once stop feeling like a functioning, hearty human being, and we quickly come to learn the surpassing blessing of having health.

Look at such simple things as countryside scenes—and eyesight to see them; as music and voices — and ears to hear them; as friends and family — and having them near, to see and enjoy them. How casually we accept them. But once, let us lose them, and we should soon see how abundantly blessed we were when we had them.

Let's look at freedom: we may have come to accept it casually—freedom to live where we want, to worship as we want, to work at what we want; freedom from intrusion upon the privacy of our homes, freedom to read and to think as we wish. Once, let it be lost—as it has been by so many men, and we should soon see how unspeakably thankful we would be for freedom.

If we need any added evidence of what we have to be thankful for, let there be taken from us even the least of the seemingly simple things that make life livable, and we should soon feel unbelievably blessed to have back what we may now have come to consider as commonplace.

—Richard L. Evans
in Tonic for Our Times.



DOC BLUE SAYS:

"Some people grow when given responsibility; others merely swell".

GREETINGS ON YOUR ANNIVERSARY

9 YEARS

J. M. Jordan	Accounting	2/17/48
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7 YEARS

Gerry Greene	Claims	2/7/50
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6 YEARS

Aline Collins	Claims	2/6/51
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4 YEARS

James McKelvey	Miami Prof. Rel. Rep.	2/2/53
Jim Gibbons	Subscribers Service	2/6/53
Louise Harper	Records	2/23/53

3 YEARS

Nell Carr	Accounting	2/4/54
Marjorie Horton	Records	2/18/54
Alene Phelps	Subscribers Service	2/22/54
Ruby Wells	St. Petersburg Office	2/22/54

2 YEARS

Melvin Swails	I B M	2/14/55
Jim Lawrence	I B M	2/14/55
Gladys Hurst	Subscribers Service	2/14/55
Louise Atkinson	Subscribers Service	2/16/55
Mary Bell	Subscribers Service	2/21/55
Thornton Lewis	Miami Representative	2/28/55

1 YEAR

Dorothy Butler	Subscribers Service	2/2/56
Frances Moore	Subscribers Service	2/15/56
Edna Mathis	Services	2/20/56
Ruth Lee	Subscribers Service	2/27/56
Pearl Thompson	Claims	2/28/56

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In the midst of her first driving lesson, Mrs Williams complained to her husband: "Geo, the little mirror up there isn't right."

"What's wrong with it?" queried the husband.

"I can't see a thing in it but the car behind!"—*Tit-Bits*, London. n



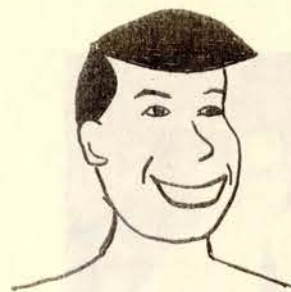
"Remember Me"
**JOIN THE
MARCH OF DIMES**

Editors of a paper in Oklahoma who had moved to a new office apologized for a rash of misspellations in recent editions of the newspaper: "Please excuse. Most of the words we use frequently and cannot spell are written correctly on the wall in our old location." — *Exec's Digest*, syndicated by Cambridge Associates Boston. n

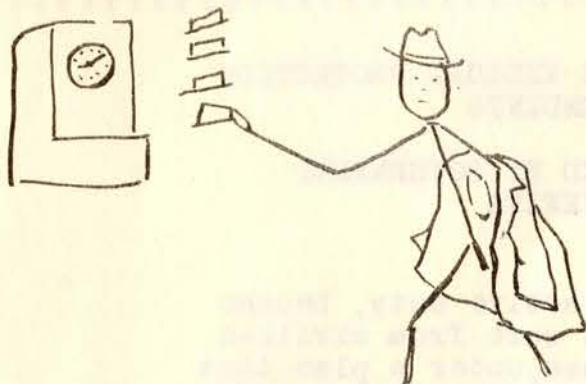
How Is Your Office Etiquette



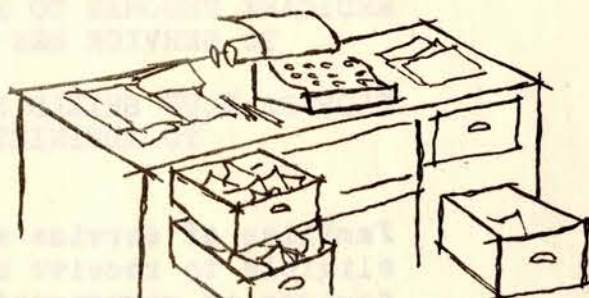
Good grooming on the job is noticed by every one. If you wear smart, neat clothes to work, you know good office etiquette.



A smile can inspire confidence in a subscriber and make every one happier. It's good office etiquette to have a pleasant job disposition.



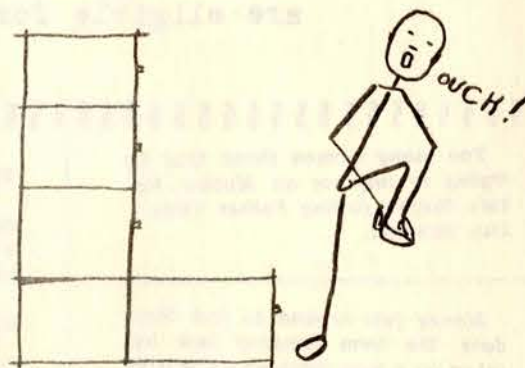
Are you often late for work or absent from your job? A poor attendance record is not good to have when you are looking for a job promotion



Does the top of your desk or your desk drawer look as if a tornado hit it? Even though the work piles up, a neat desk gives one a feeling of accomplishment and makes things easier to find. To have a neat desk is good office etiquette.



Do you carry office gossip? This is a bad breach of office etiquette. Just as one person can transform chitchat into harmful gossip, so just one person by saying something good can do a great deal to get things back on the track again.



Do you practice office safety? It is good etiquette to form the habit of carefulness. Give thought to safety in the office.

ANNIVERSARIES

TEN YEARS



Edward Bolen
Services Department

FIVE YEARS



Alice Combs Claims

[illegible]

**MEDICARE PROGRAM TO PROVIDE MEDICAL PROTECTION
TO SERVICE MEN'S DEPENDENTS**

FLORIDA BLUE SHIELD SELECTED BY GOVERNMENT
TO ADMINISTER BENEFITS

Families of service men, on active duty, became eligible to receive medical care from civilian doctors at government expense, under a plan that went into effect in Florida on December 7, 1956, when the Florida Medical Association and the Department of Defence put the plan into effect under Public Law 569, passed by the 84th Congress.

This new program is under the supervision of N.G. Johnson.

We have several people in our own BC-BS family who are eligible for benefits under the Medicare Program.

[illegible]

Too many women think that by trying to improve on Mother Nature they're fooling Father Time.—
DAN BENNETT.

Money gets around so fast these days, the term jumping jack has taken on a new meaning.—CAROLINE CLARK.

GOSSIP—

A dog has many friends because the wag was put in his tail instead of his tongue.—*Fifth Wheel*, hm, Indiana Motor Truck Ass'n.

TROUBLE—3.

The best place to put your troubles is in your pocket—the one with a hole in it.—*York Trade Composer*, hm, York Composition Co.

VALUES—Spiritual—36

Whatever your labors and aspirations, in the noisy confusion of life, keep peace in your soul. With all the drudgery, sham and broken dreams, it is still a beautiful world. —MAX EHRMANN.

HEALTH—15

To keep the people of the U S healthy today, it takes: Some 210,000 doctors; nearly 7,000 hospitals, with 1½ million beds, admitting 20 million patients a yr; about 400,000 nurses; 86,000 dentists; 95,000 pharmacists—plus 300,000 assorted technicians, dieticians, oculists, medical social workers and others.

It costs, for medical care, an average of about 5% of the family income. The lower the income, the larger the percentage spent for personal health services.—*Health Information Foundation.*

90 DAY PINS AWARDED

The following employees received Ninety-Day Pins
at the Club meeting January 11, 1957.

Claims

Hazel Hucks
Alice Whitaker
Blanche Davis



Hazel Hucks



Alice Whitaker



Blanche Davis

Records

Ruth Hagel
Jimmie Floyd



Ruth Hagel



Jimmie Floyd

Services

Gene Nipper
Lambert Eulenfeld



Gene Nipper



Lambert Eulenfeld

Transcribing



Betty Taylor

Non-Group



Betty Jean Meadows

90-Day Pins were sent to the following
Field employees.

Dorothy Housefield.. Lakeland Office
Glenda Turner..... Orlando Office
Goldie Dickinson.... Miami Office
Larry Bartlett..... Tampa Office
Jeanette Brown Sarasota Office



IN THE EVENT YOU MISSED THE PARADE

The girls in the picture from left to right: Mary Gordenstein, Carol Combs, standing (with hand raised) Marie Jones, Dorothy Lytle and seated Ina DeVane.

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PERSON OF THE MONTH - Home Office

This month's personality is the newest member of the Personnel Department as Training Supervisor, Connie Goodwin.

Connie was welcomed into the Plan in October 1953 and was in the Subscribers Service Department, where she later became Supervisor of the Transfer Department and then Supervisor of Billing.

She comes from Connecticut but says she is a real southerner now. She is married to a Chief in the Navy who has been assigned a two-year tour of duty in England and we regret she will be leaving Blue Cross-Blue Shield in February. Our likeable Connie will be missed around here.

We wish Connie, her husband and daughters, Barbara and Judy, a very pleasant stay in England.

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ACCIDENTS—

Altho the number of deaths resulting from auto accidents has been rising steadily, the rate of deaths (per mile traveled) has been sharply reduced. Last yr, for example, the fatal-accident rate was just 1/4 of what it was in 1921. — JOHN C FORD, "Excommunicate Bad Drivers?" *America*.

You can't always pick your neighbors, so you have to learn to live with them, as you do with your relatives, and with the weather. — *Ihre Freundin*, Karlsruhe (QUOTE translation).

A young family was touring the Southwest, and soon they crossed the Texas border. They were shocked at the road signs they saw, which were: "Beware of Soft Shoulders," "Sharp Curves Ahead," "Five Gals for a dollar," "Try Ethyl," and finally, "Look Out For Children."



"Entangling alliances with none."

"That these dead shall not have died in vain."



EDWARD J. BOLEN RETIRES

Edward J. Bolen, second employee to retire under the pension plan and first member of our Employees Club, retires from the Florida Blue Cross-Blue Shield Plan on February 15, 1957.

Mr. Bolen was born in New York City and lived there until coming to Florida in October 1950, at that time having a three month's leave of absence from the New York Blue Cross Plan where he had worked from 1946 until 1950. After vacationing here the Bolens decided the mild climate of Florida was what they wanted and Mr. B. began his work with the Florida Plan on January 2, 1951. He was in the Billing Department for three and one half years, and handled 'Special Accounts'.

Due to illness he was away from business for several weeks and on his return he came into the Services Department where he has remained until the present time.

The Bolens have two married children and six grandchildren. His daughter, Grace, is married to a Captain in the Air Force and is stationed in the Canal Zone. His son, Jack, lives in Melbourne, Florida and is in the automobile business.

Edward Bolen, dependable and trustworthy, always comes through with a promise. A great tribute to him is, although he has troubles and illness he can't forget, he keeps his troubles to himself, is always cheerful and ready for a laugh.

He starts his retirement in February by taking a trip through southern Florida before 'settling down'. Our best wishes go with Mr. Bolen in his leisure time.

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HAPPY BIRTHDAY

Mary Gem Wester	Subscribers Service	2/3
Verna Booth	Claims	2/4
Art Lentz	Tallahassee Representative	2/4
Pat Langston	I B M	2/5
Edward Bolen	Services	2/7
Sylvia Mussler	Claims	2/8
Imogene Cunningham	Records	2/9
Portia Battell	Gainesville Office	2/9
Susan Parker	Records	2/10
Louise Perkinson	IBM	2/12
Martha Smith	Enrollment	2/12
Emily Tillman	Services	2/13
Lambert Eulenfeld	Services	2/13
Evelyn Ladd	Telephone Information	2/14
Marily Davis	Telephone Information	2/15
Arnold Semanik	Jacksonville Representative	2/18
Andrew James	Services (Night Porter)	2/22
Edwin Thornton	Mr. Schroder's Office	2/24
Nell Carr	Accounting	2/25
Frank Stallworth	Enrollment	2/28



LEISURE—2.

One wise man has written: "Time you enjoy wasting is not wasted time."—Nashua Cavalier.

Retort

One busy morning, it took some time for the doctor to see all the patients in his waiting room. He apologized to an elderly man for the long delay.

"I didn't mind the wait so much, doctor," came the reply, "but I thought that you would prefer treating my ailment in its earlier stage."—Modern Medicine.

FAMILY LIFE—

Good family life is never an accident but always an achievement by those who share it.—JAS H S BOS-SARD, Parent's Mag.

SOCIOLOGY—

No one speaks of himself as "upper class" these days any more than he talks about "lower classes." We pride ourselves on being a middle class nation, some of us nearer the middle than others.—RUSSELL LYNES, "Who Belongs?" *Mademoiselle*, 1-'57.

TODAY is the ONLY DAY that MATTERS !

Just for today: I will live only for this day, and will not try to solve all of my life problems during the next 16 hours. I know I can meet any challenge life may offer on this day.

Just for today: I will adjust myself to what IS, and I will not expect everything in the world to be adjusted to satisfy me.

Just for today: I will have a program. I may not be able to follow it exactly, but I will know that this day is not aimless.

Just for today: I will try to strengthen my mind by reading something that requires the effort of concentration and forces me to think.

Just for today: I will try to do someone a good turn secretly. If I cannot find an opportunity for that, I will at least have warm and friendly thoughts for someone I do not particularly like.

Just for today: I will try not to let anything or anyone hurt me. I may fail in this, but I will not show anyone that I have been hurt.

Just for today: I will be pleasant and agreeable. I will act courteously. I will not criticize anyone, nor find fault with anything. I will not attempt to improve or regulate anyone, except myself.

Just for today: I will face life unafraid. I will have the good sense to enjoy everything that is beautiful today, without concern for tomorrow.

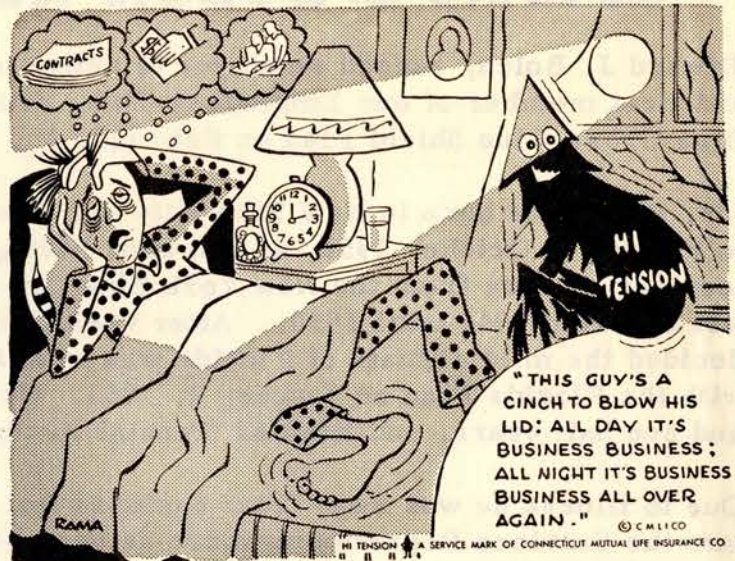
Just for today: I will have faith that as I give to the world so will the world give to me. And I shall believe that there is help in prayer.

Just for today: I will hold my head a little higher and be a little prouder of my personal appearance. If I have lapsed into carelessness, today I will be careful.

Just for today: I will be happy, for I know that happiness often comes when least expected. Today, if it is my good fortune to have happiness come my way, I will not resist it.

--Anonymous

Get Off the Worry-Go-Round



Moonlight Madness

Recognize yourself? If you do, it's time to reorganize yourself.

Don't let unsolved problems of the day pursue you all night. As problems arise during the day, solve them. Make your decisions, then forget about them. Don't keep wrestling with problems that really aren't yours to solve. Most problems can be divided into two groups: those you can do something about and those over which you have no control.

And if you find yourself lying awake, don't fret about lack of sleep. Most of us don't need half as much sleep as we think. But we do need rest. So if you can't sleep, take it easy. You'll feel much better in the morning.

WELCOME, NEW EMPLOYEES

The following employees were introduced at the
Club Meeting, January 11, 1957.

Records

Florence Thibodeau
Jeanette Hall
Susan Parker
Doris Carter



Florence
Thibodeau



Jeanette
Hall



Susan
Parker



Doris
Carter

Claims

Sarah Kennedy
Doris Browning
Ethel Haught
Ethel Martz



Sarah
Kennedy



Doris
Browning



Ethel
Haught



Ethel
Martz

Cashiers

Arlene Davis
Bette Jones



Arlene Davis



Bette Jones

Services

Roy Phillips



Roy Phillips



"I'd better hang up now, Dorothy, I think Chester is getting hungry."

Crime doesn't pay—but policemen don't earn much, either.—HENRY D BILLINGS.



Enjoying a fruit cake done in the Christmas colors and shaped like a Christmas Tree. This unusual cake was baked by Dolores Jonjock.

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Taken from the December 26, 1956 issue of the Wall Street Journal.

"Father's Last Stand

Child experts claim that the bad behavior of children can be traced back to their parents. This means that you don't punish the youngsters for their breaches of discipline. Instead you consult one of these experts to find out where you erred.

It may get to the point where a father returning home at night will greet his family with, "Well, what did I do wrong today?" That's when the kids will begin dishing out the lectures instead of receiving them. If you find your teenage daughter sitting disconsolately in the living room with the TV set turned off, you may be in for something like this: "I'm really ashamed of you. I got my report card today and I flunked in everything. Why can't you be more like Betty Brown's parents? She got straight A's".

If you're to blame, it's only fair that you punish yourself when one of your branch of the younger set gets off the beam. Deprive yourself of the car for a couple of weeks, or give up smoking for a month. That ought to teach you a lesson.

If Junior wrecks the soda fountain at the corner drug store and then claims he subconsciously developed a hatred for the place because I used to buy castor oil for him there when he was younger, I'll take the blame.

But there's one point where I draw the line. If anybody says that I'm responsible for their enthusiasm for Elvis Presley, I'll fight to the bitter end.

Maurice Seitter."

DEPARTMENT NEWS

CASHIER'S DEPARTMENT

This month we had to say good-bye to one of our girls, Peggy Sharman. Peggy took a job in McClenny, her home-town. We sure do miss her, but as the saying goes, our loss is their gain.

We put out the welcome mat for two new employees, Arlene Davis and Bette Jones. We hope you will be with us a long time.

I know Lil will like her new job - on the invoice desk. She is doing a great job. I think her real love is week-ends when she goes fishing (and believe it or not she's catching some).

Gertie says she doesn't have much news this month, but there is never a dull moment around her.

Barbara doesn't have any news, all her time is being spent writing letters.

Well, we have one good supporter for the basketball team, Mickey has attended several of the games - seems she likes basketball all of a sudden. Jo and Ruth don't have any news, we are trying to get ourselves and our families back to normal after a wonderful Christmas.

We know its lonesome at Mr. Baker's house now that Jackie has returned to school. You should see Mr. Baker when the weather is COLD, top coat and hat - we're not use to this yankee weather, are we Mr. Baker?

I would like to take this opportunity to say good-bye to all my many friends at Blue Cross. I have enjoyed being associated with each and everyone of you, a special thanks to Mr. Baker for favors extended in the past.

So long for now.

Ruth Clanton

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OUR CONGRATULATIONS TO ART LENTZ OF OUR TALLAHASSEE OFFICE
AND HIS WIFE, ESTHER. THEY RECENTLY BECAME THE PARENTS OF A
BEAUTIFUL BABY GIRL, MAKING THE LENTZ CLAN TOTAL 3 GIRLS.
(No boys, yet)

RECORDS DEPARTMENT

The 'Welcome Mat' is out to the following new employees to the Records Dept. this month. Florence Thibodeau, Jeanette Hall, Susan Parker, Doris Carter and Betty O'Steen. It is very nice having you girls with us.

Jimmie Floyd left us this month to return to Colquitt, Ga. Just couldn't get Georgia off her mind.

Lydia was very happy to have received a beautiful handmade pillow from her Mother in Germany. It has been seven years since Lydia came to the U. S. A. from Germany, and she is hoping that someday soon, she can return for a visit with her family.

Margie and sons motored to Titusville for a week-end with Hal. She said they had a most enjoyable trip.

Can't furnish much news this month. Haven't even had time to get in on any New Year's resolutions so Til Next Month,

Ina DeVane

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The battered motorist slowly came to. "Where am I?" he asked. "Take it easy, sir," said the nurse. "You're in 114." Still doubtful, the motorist asked, "Room or cell?"—*Louisville Courier-Jnl Mag.*

Seems as tho this country has always been fighting Reds—skins, coats, or Russians!—S S BIDDLE.

Before you complain about America, remember it's the only place where people don't want to move to another country.—ADRIAN ANDERSON.

Get Out on the
Curb Side of
Your Vehicle

HOSPITAL CLAIMS

As this goes to press, we're already thinking of '57 vacations - in fact Aline Collins, Bank Billing who has finished a 'five year stretch' which entitled her to three weeks' vacation, has just returned from Indiana. Aline visited her father and other relatives. She reported a fine winter vacation, complete with snow.

Sandy got married on her New Year's trip to New York, she is now Mrs. John Alessandro. She flew up; it was her first flight. Her husband is now stationed in Bermuda. That two weeks vacation will come in quite handy this summer.

Ruth went to Ohio on her vacation to visit both her's and her husband's family. She said it was mighty cold up there.

Julia Roach left us in January, to go with her husband. They made quite a tour on their way to California which is her husband's next duty station. First stopping off at Memphis to visit Julia's family and then to Morrow Bay, California to spend a couple of weeks with her husband's family. Then on to San Francisco where John was assigned with the 7th Fleet Sea Duty. Julia was a transfer from the Memphis office. We surely were sorry to see her go.

Grace Bonds, Billing, had all her children home for Christmas. It was the first time she had seen her three months old grandson.

We have quite a few new girls with us. There is Doris Browning, formerly of W. Virginia, who is screening in Billing. A big welcome to you Doris.

There is also Ethel Martz, a former teletype operator who hails from Kansas. Ethel is our new G'99 clerk. We're happy to have you, Ethel.

Betty Smith who had been training for our G'99 desk is leaving before our News comes out. We'll miss you, Betty. Much success in your new undertaking!

Dottie, daughter of Dot Page, we hear placed second on the Gator Bowl skiing tournament, Womens' division. Dottie is a very talented, as well as a very attractive girl.

Sandra Allesandra
Elva Batten

PRINTING SHOP NEWS

We lost one of our employees this past month, Bennie Todd. Bennie left to join the Air Force after receiving his draft notice.

Jimmy Williams not only received the honor as serving President for the Employees' Club for this year, but he also made 2nd Lt. in the National Guard. Jimmy came up through the ranks, starting with private and has made his rate in seven years which is excellent.

News is scarce this month so I'll sign off:

"Big John Williamson"



MAIL DEPARTMENT

The Mail Department said good-bye to Marshall Monk who left Jan. 11, to become a Paratrooper for Uncle Sam. He is stationed at Ft. Jackson, S. C.

Two new employees came into the Mail Dept. during January, Katie Kight who works with the mail and Roy Phillips who carries the mail.

Arlene Mikell had a slight operation on her hand and came through it fine, her hand is OK again.

"How do you like my hat?" asked the wife innocently, as she preened herself before the mirror.

"It looks silly," said her tactless husband. "Why don't you take it back?"

"Oh, I can't take it back," said the wife. "You see, it's my old one. But I can go buy another."—Wall St Jnl. m



What a wealth of information was received in answer to my recent request for more information on Florida. Much of the information and excerpts from articles to be used in this column comes from the Department of Agriculture, Nathan Mayo, Commissioner.

Florida, a marketplace in the sun. No longer is Florida merely regarded as a pleasant place to come in the wintertime. INDUSTRY has come to take its place along with agriculture and tourism. The nation's captains of industry, leaders like the duPonts are bringing their enterprises here. Today, everything from the new miracle fibers to furniture and fishing tackle is being manufactured.

Want to buy a Florida-made wool felt hat? You can get one right at the factory in Jacksonville or in Hialeah. Electronic garage door opener? They are being made at Fort Lauderdale and other cities. An airplane engine? You can pick up a brand new one at the plant in Melbourne. Metal drums, cowboy boots or wood-working machinery? They and a thousand other manufactured items can be had somewhere in the Sunshine State.

Products made in Florida factories in 1953 were worth \$690,920,000.00 more than the costs of raw materials used to make them. Food and kindred products plants had a payroll of 26,246 employees, and ranking second were paper and allied products with 10,800 employees. Since that time we know that Florida has developed even further.

The surge toward Florida that has given it a new place in the industrial sun might be termed by some as an economic upheaval. But the more conservative business experts are inclined to view it as the rightful "coming of age" of a commonwealth that has all the makings of an industrial empire.

- 1898 Spanish-American War gives Florida great impetus.
- 1899 Fire destroys Miami
- 1901 May 3rd, 466 acres in Jacksonville laid waste by disastrous fire.
- 1904 Rebuilding of the Mayport jetties improves navigation of the St. Johns River to Jacksonville and large ships enter safely.
- 1905 First cut to the ocean for Miami Harbor. Florida East Coast R. R. commences extension to Key West. Overseas railroad.
- 1907 Everglades drainage commences under supervision of Governor Broward.
- 1912 Florida East Coast R. R. runs first train into Key West.

BASKETBALL

Bigger and better each week! That's the word from our Basketball Team. Our Blue Cross team opened the second half of the season in the Lee High School Gym, in a game with Florida Electric. Our 'Blue Boys' won the game with a score of 62 to 40. Earl Owens was high point man for Blue Cross with a total of 19. Playing on the team were:

Earl Owens
Jim Hopper
Charlie Webb
James King
Gene Parr

Jim Lawrence
Cecil Rivers
Big John Williamson
Tom Martin
George Howell - Captain

